

**Incorporating Values Program For Romania –
Promoting Ethics, Integrity and Reconciliation
by the Use of Mass Media**

Final Narrative Report

March 1st 2004 – February 28th, 2006

**Submitted by:
Alfa Omega Foundation**

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FINAL REPORT

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A. EXECUTIVE SUMMARY - GOAL AND OBJECTIVES OF THE PROJECT

- Romania: New Challenges

After the fall of the communist system, many countries from Europe and Eurasia experienced not only new freedoms and opportunities for growth, but also faced new challenges within their societies which they didn't expect:

- interest in the values of western society
- free market economy
- freedom in all areas but without responsibility
- religious liberties after decades of persecution
- free media access
- tensions between ethnic groups and regions with different religious heritage
- lack of a concept or strategy to educate and invest in the young generation

- Key role of Television Programs in Education

Media, especially television, has become one of the main ways of information and education. Romania, along with Poland and Hungary, are countries with the largest TV cable network coverage (estimated average of 60-70% coverage and in some areas even higher coverage). The main consumers are the young people who spend hours every day watching TV. Because of the low economic level of life in Romania, a large percentage of the population can't afford to participate in other cultural and educational activities, so television remains the primary way of informal education and entertainment. Many commercial channels promote immorality, non-values, violence, and pornography for the sake of popularity and high rating.

Most of the producers are uninterested in producing TV programs that promote values. The absence of "added value media programs" (i.e. incorporating values) in Romania and Moldavia is a significant need. This type of programming is needed because of the powerful impact that TV and media has upon society.

Promoting ethics, integrity and reconciliation through mass media is a key element for a post-communist country in the Balkans to effectively continue on its way toward mature democracy.

The "incorporating values" mass media project submitted by Alfa Omega has targeted critical needs and various sectors of the Romanian and Moldavian contemporary society.

The purpose of the project was to use mass media resources such as TV series and multimedia to achieve positive behavioral change with focusing on three areas of need:

- building character in the young generation
- ethics in business and civil society
- dialogue in multi-ethnic and multi-religious environment

The main purpose of this project was to produce and distribute three television series (3 series x 13 shows each = total of 39 programs) that will have a cultural importance for our society and that will bring a major change in mentality, attitude and behavior to different categories of citizens.

The following objectives have been emphasized:

- to change the perspective and the mentality regarding values and specific basic principles of a mature democratic society: liberty vs. responsibility; capitalism; integrity; dialogue; accountability; and ethics in business & politics
- stimulating creativity in the post-communist mass media, passing from the "informational" stage to that of "formative-educational" stage.
- development of educational curricular materials for the Romanian educational system (schools and other informal educational activities)
- promoting the new generation of leaders (business, politics, administration) consisting of people of integrity who have the desire to serve
- encouraging dialogue, reconciliation and acceptance of minority ethnical groups; with special attention on promoting democratic values and educating the gypsy communities (a critical problem in Romania and SE Europe)
- using modern means of media (multimedia, web, streaming) to promote values
- promoting positive examples through the media (the need of role models in the Romanian society)

This project was implemented over a 24-month period.

After a 24-month funding period, this project will continue through: distribution on local / national TV stations and satellite; video distribution (CD/DVD for the educational system: schools and other organizations involved in education; providing material for seminars and media events.

Due to the impact and the need of such programs, after the 24-month USAID funding period, Alfa Omega will continue the production of new TV programs on the basis of the same thematic lines with other partners or even through personal effort.

An additional assistance from USAID will be more than welcome to continue the productions of additional episodes in this series of programs.

This series of program can be also be designed as "model program" that can be replicated in other countries from Europe and Eurasia.

B. ACCOMPLISHMENT OF THE AGREEMENT

• **Stages in producing each TV series:**

a) Pre Production– research, scripting, selection of shooting locations, talent search, building, location, story line, subjects identification, research for set - design/building, identification of collaborators, evaluation of the necessary resources, taping plan

b) Production – update scripts, interviews, dramatizing- using different talents, locations & studio shooting, set design/building, travel to different locations

c) Post Production – video editing, sound processing, music, graphics and generics, master tapes, English subtitling for international distribution.

Each of the three-program series contain the following:

- 13 TV programs (for a 3-month weekly distribution by a TV station)
- program length: 30 minute each
- format: mix of documentary/TV report/interviews

- other elements: short dramas or documentary segments
- generics and graphics: non-linear editing; modern computer graphic presentation
- English subtitling for international distribution

The activities of production of this three series of programs were organized according to the steps listed above.

- **Notes concerning the production activities**

The beginning of the production was delayed, awaiting for modification of the contract, concerning the financing of the project, from “Cost Reimbursement” to “Periodic Advance” This modification was signed April 13, 2004.

While awaiting for the answer from USAID on this matter, we undertook other production projects, the team being able to focus on the USAID projects at the beginning of June 2004.

Since June 2004 the production for the series **Building character in the young generation**, called **Ascendent**, had a very good rhythm. It was an enthusiastic work, made with a lot of joy and professionalism in the same time. A lot of creativity was released in the production of this series, but also in each following series produced under this Agreement.

The main feature of the team in producing these series was the team work, with a lot of contributions of important personalities in different fields, such as medicine, psychology, education, business, concerning the subject of each episode of each series of programs.

One of our challenges we faced from the beginning of the activities was the fact that the amount of work necessary for completing the each series of programs surpasses the initially estimated one, according with the proposed working plan. In this situation, we decided to focus on only one project at a time, involving all the members of the production team in producing each program. This produced a shift in the intermediate time line, but the final term for the entire project was accomplished.

The second series of programs **Ethics in business and civil society** called **Partener** opened for us a surprising area: we found out that the need of this type of programs in the communities is far more greater then we expected.

The production of this series was an encouragement for us to continue it– especially in an economic environment characterized by corruption and facing new challenges in the near future.

The third series of programs “**Dialogue in a multi-ethnic and multi-religious context**” entitled: “**Behind the barriers**” (“**Dincolo de bariere**”) open a very delicate area of problems – with a lot of pain and difficulties, but with hope despite all of this.

The list of the titles of each series of programs - see **Appendix 1** .

- **Notes concerning the impact of the series of programs.**

- a) Distribution of the series of programs

Because all the series produced are designated mainly for broadcasting distribution- the format of each series is a TV format and not a teaching-seminar format, our focus was mainly on TV distribution trough local, national and satellite channels.

We haven't yet received many comments regarding these series- only a few on e-mail and they have been positive reactions. But we can appreciate like positive feed-backs the appreciations received by the persons who have "played" in different episodes of the series of programs. In the same way, we received a lot of encouragement to continue to do this kind of programs.

The three series of programs have been broadcasted by television channels:

- local TV stations from Romania (see Appendix 2)
- local TV station from Ujgorod-Ukraine – with a large Romanian community
- satellite channel "TBN Europe", during the Romanian language block
- regional satellite TV channel: TV Nord Vest with a coverage over counties from North-West Romania – trough cables networks
- internet (video streaming) www.alfanet.ro – streaming section

The English translated version of each series is re-broadcasted on "TBN Europe" satellite channel for international audience.

To the date of the present report we have an agreement with the national coverage TV channel:" National TV " for broadcasting the series ASCENDENT and PARTENER.

The broadcasting distribution list for the three series of programs - see **Appendix 2** .

New opportunities in broadcasting distribution:

- *Concerning the broadcasting distribution, we appreciate a new level of impact due to our satellite channel - "Alfa Omega TV" - starting with his launching in June 2006. The channel is free to air and the foot-print of the satellite cover Europe and Middle East, areas with important Romanian communities.*

Because is a new Romanian channel and already is in a DTH (Direct to Home) platform over Rumania, we are very optimistic regarding a large audience for all this productions done under USAID grant. And this is also an important reason to continue the production of the three series of programs.

- The three series of programs with English subtitling are on the list of an international agency for broadcasting distribution – New Life Network, Germany.
- "TV7" TV station from Finland is preparing the finish subtitled version for the three series of programs to be broadcast in Finland. The potential audience of this TV station is high – the channel is included in 70% of cable systems from Finland.
- Negotiations with satellite TV channels SAT-7 channel (Middle East) and UCB channel (UK) are still being made

b) Video distribution

This is done through :

- educational curriculum materials for the educational system at different levels (public schools, Sunday schools, orphanages, religion schools, NGO's involved in educational outreach, Police Prevention Departments, health organizations etc.).
- Videos and CD/DVD's are available for distribution to families and individuals also.
- video support material for seminars and specific activities for gypsy communities

- video support material for different themes of informal education in orphanages, schools, churches, NGO's educational outreach projects.

The video distribution will continue to be done after the deadline of this Agreement, considering it an important tool in educational projects.

The video distribution list for the three series of programs is in **Appendix 3**.

c) Impact

- The major impact is through the broadcasting distribution, estimating a challenge to change the mentality.

This impact is hard to measure, but due to the re- broadcasting of the existing episodes on all the channels we have access, the changes will take place, in mentalities, in attitudes.

Presenting an alternative to the "normal" standards of life in these areas, the programs have access in the intimacy of the person and can challenge the personal value systems of each one.

The two series of programs were broadcast through Alfa Omega distribution network as follows:

1. local TV stations
2. TBN satellite channel
3. videostreaming
4. international distribution

Since 1 June, each series started to be broadcast on the Romanian satellite channel Alfa Omega TV as follows

ASCENDENT
PARTENER
DINCOLO DE BARIERE

Local stations directors from Romania confirmed a special rating of these programs. Banat TV studio reruns some of the episodes at the request of the TV viewers.

These three series represent a new gender of programs for the Romanian TV channels. The educational aspect is presented in a dynamic way with dramatizations, providing information, opinions and contributions from specialists such as teachers, physiologists etc.

The satellite distribution is also made by TRANSCARPATIA-UJGOROD (Ukraine). All the three series were broadcast in the Romanian language block, and it was requested to translate these programs in Ukrainian language.

- The educational curriculum materials for the educational system, for seminars and specific activities have an impact, but on smaller scale, due to the smaller audience
- The program developed by the University of Timisoara dedicated to evaluate the impact of the TV series, accessible on line trough www.alfanet.ro, is an open tool to see the appreciations of the viewers.

The evaluation program is presented in **Appendix 4**.

Other expected results:

- stimulating other media organizations to produce and promote media resources from the educational domain
- creating an alternative to the commercial mainstream media

C. FINANCIAL STATUS

a) The Agreement Budget for the 2 Year was:

1. Direct Salaries & Fringe Benefits	\$ 48,811
2. ODC's	\$ 91,005
Total Federal Funds:	\$ 139,816
Cost Share	\$ 49,800
Total Program Amount	\$ 189,616

b) The final financial situation at the end of the Agreement is:

1. Direct Salaries & Fringe Benefits	\$ 59,231
2. ODC's	\$ 69,892
Total Federal Funds:	\$ 129,123
Cost Share	\$ 52,187
Total Program Amount	\$ 181,310

Note: The increase of the budget for the salaries for the 2 years was necessary because of the important changes of the exchange rate during the project.

D. FINAL NOTES

After a 24-month funding period, this project **will continue** through:

- on-going distribution of "incorporating values" video inventory to local/national TV stations and satellite (air-time is bartered and programs previously produced will have a shelf life of 5+ years);
- video distribution;
- providing material for seminars and media events;
- partnership extension with partners to continue production of new TV programs with similar themes.

In conclusion of this period of activity, we consider the purpose of the project is accomplished and, even is a hard work, we express our desire to continue each of this series of programs, because of the great need we have seen in each area targeted by them.

Mirela Petan
Vice President
Alfa Omega Foundation

- **Descriptive title:**

Ascendent - Building the Character of Young Generation

(series of 13 videos – 29 minutes each)

Episodes: 1. Set of values-Identity

2. Profession- Career
3. Family- Relations- Conflicts-Responsibilities
4. Who are my friends?
5. Compromise
6. Major choices- My partner
7. Peer pressure – Hot to say “No”
8. From decision to consequences
9. Who is my role model?
10. Options for entertainment
11. True love
12. The secret of success
13. Character- Reputation

- **Descriptive title:**

Partener - Ethics in business and civil society

(series of 13 videos – 29 minutes each)

Episodes: 1. Goals and priorities

2. Family vs business
3. Serving the community
4. Business and legislation
5. The price of success
6. A satisfied client
7. The right man, the right place
8. Portrait of a manager
9. Resources administration in non-profit segment

10. Creating a good image
11. Finances and investments
12. A second chance
13. Definition of success

- **Descriptive title:**

Beyond Barriers - Dialogue in a multi-ethnic and multi-religious context

(series of 13 videos – 29 minutes each)

Episodes: 1. The story of a new Beginning

2. Ignat's Home
3. A New Chance
4. Institutions that Fight against Discrimination
5. The Ukrainian Minority-Another Lively Spirit
6. Maguri- A Different reality
7. Intercultural dialogue- part 1
8. Intercultural dialogue- part 2
9. The Gypsies Issue
10. David's Star Brilliance
11. "Banat" – The Second Serb's Home
12. The Gypsies from Siria
13. Timisoara's Spirit

Appendix 2

“ASCENDENT” distribution through TV stations

Nr.	Organization	Location	Q-ty.	Media
1.	Costea impex SRL	Almas	1	DVD
2.	Intex Prim	Câmpulung Muscel	1	DVD
3.	Adventum Production	Câmpia Turzii	1	DVD
4.	Tv Eveniment	Sibiu	1	DVD
5.	Infobusiness	Piatra Neamt	1	DVD
6.	Briximp	Oradea	1	CV
7.	One Tv International	Alba Iulia	1	CV
8.	Son Studio	Sighisoara	1	CV
9.	Datina Tv	Drobeta Tr. Severin	1	CV
10.	Cvintet Terra	Vaslui	1	CV
11.	Mega Tv	Rm.Sarat	1	CV
12.	Euromedia /! TV	Piatra Neamt	1	CV
13.	Diva TV	Giurgiu	1	CV
14.	Tv Sat 2002	Rm. Sarat	1	CV
15.	Cony Sat	Tulcea	1	CV
16.	Cinemar Tv	Baia Mare	1	CV
17.	Express Media TV	Galati	1	CV
18.	Tv Vâlcea	Rm. Vâlcea	1	CV
19.	Tv Vâlcea	Dragasani	1	CV
20.	Tv Vâlcea	Horezu	1	CV
21.	Diplomatic Tv Oil Atlas	Focsani	1	CV
22.	Ard Sat Tv	Bistrita	1	CV
23.	Tv Etalon	Rm. Vâlcea	1	CV
24.	Kety Prod	Craiova	1	CV
25.	Tele U	Timisoara	1	DVD
26.	Europa Nova	Timisoara	1	CV
27.	Analog	Timisoara	1	DVD
28.	Banat Media	Resita	1	DVD
29.	Tv Galati	Galati	1	CV
30.	Ex Computer	Seini	1	DVD

“PARTENER” distribution through TV stations

Nr.	Organization	Location	Q-ty.	Media
1.	Costea impex SRL	Almas	1	DVD
2.	Intex Prim	Câmpulung Muscel	1	DVD
3.	Adventum Production	Câmpia Turzii	1	DVD
4.	Tv Eveniment	Sibiu	1	DVD
5.	Infobussiness	Piatra Neamt	1	DVD
6.	Briximp	Oradea	1	CV
7.	One Tv International	Alba Iulia	1	CV
8.	Son Studio	Sighisoara	1	CV
9.	Datina Tv	Drobeta Tr. Severin	1	CV
10.	Cvintet Terra	Vaslui	1	DVD
11.	Mega Tv	Rm.Sarat	1	CV
12.	Euromedia /! TV	Piatra Neamt	1	CV
13.	Diva TV	Giurgiu	1	CV
14.	Tv Sat 2002	Rm. Sarat	1	CV
15.	Cony Sat	Tulcea	1	CV
16.	Cinemar Tv	Baia Mare	1	CV
17.	Express Media TV	Galati	1	CV
18.	Tv Vâlcea	Rm. Vâlcea	1	DVD
19.	Tv Vâlcea	Dragasani	1	DVD
20.	Tv Vâlcea	Horezu	1	DVD
21.	Diplomatic Tv Oil Atlas	Focsani	1	CV
22.	Ard Sat Tv	Bistrita	1	DVD
23.	Tv Etalon	Rm. Vâlcea	1	DVD
24.	Kety Prod	Craiova	1	CV
25.	Tele U	Timisoara	1	DVD
26.	Europa Nova	Timisoara	1	DVD
27.	Analog	Timisoara	1	DVD
28.	Banat Media	Resita	1	DVD
29.	Tv Galati	Galati	1	DVD
30.	Ex Computer	Seini	1	DVD
31.	Axa Tv	Baia Mare	1	DVD
32.	Media Tv	Alexandria	1	DVD
33.	Tele M Invest	Piatra Neamt	1	DVD

“BEYOND BARRIERS” distribution through TV stations

Nr.	Organization	Location	Q-ty.	Media
1.	Costea impex SRL	Almas	1	DVD
2.	Intex Prim	Câmpulung Muscel	1	DVD
3.	Tv Eveniment	Sibiu	1	DVD
4.	Briximp	Oradea	1	CV
5.	Datina Tv	Drobeta Tr. Severin	1	CV
6.	Cvintet Terra	Vaslui	1	DVD
7.	Euromedia /! TV	Piatra Neamt	1	CV
8.	Tv Sat 2002	Rm. Sarat	1	CV
9.	Cony Sat	Tulcea	1	CV
10.	Cinemar Tv	Baia Mare	1	CV
11.	Express Media TV	Galati	1	CV
12.	Tv Vâlcea	Rm. Vâlcea	1	DVD
13.	Tv Vâlcea	Dragasani	1	DVD
14.	Tv Vâlcea	Horezu	1	DVD
15.	Ard Sat Tv	Bistrita	1	DVD
16.	Tv Etalon	Rm. Vâlcea	1	DVD
17.	Tele U	Timisoara	1	DVD
18.	Europa Nova	Timisoara	1	DVD
19.	Analog	Timisoara	1	DVD
20.	Banat Media	Resita	1	DVD
21.	Tv Galati	Galati	1	DVD
22.	Ex Computer	Seini	1	DVD
23.	Axa Tv	Baia Mare	1	DVD
24.	Media Tv	Alexandria	1	DVD
25.	Tele M Invest	Piatra Neamt	1	DVD

“ASCENDENT” video distribution

Nr.	Organization	Location	Q-ty.	Media
1.	Fundatia Life Force Intl.	Timisoara	1	DiVX
2.	Fundatia Prophet Center	Oradea	1	DiVX
3.	Colegiul Biblic Bucovinean	Cenauti/Ukraina	1	Video tape
4.	As. De misiune si caritate Catacombe	Timisoara	1	DiVX
5.	Scoala Casa Sperantei	Timisoara	1	DiVX
6.	Asociatia Viata în Isus Cristos	Vâlcelele Bune	1	DiVX
7.	Asociatia studenteasca Ecclesia	Iasi	1	DiVX
8.	Institutul teologic Timotheus	Bucuresti	1	DiVX
9.	Centrul de pregatire biblica Diaconia	Braila	1	DiVX
10.	Reaching Romania	Caransebes	1	DiVX
11.	Scoala biblica Vestea Buna	Vaslui	1	DiVX
12.	Centrul de studii biblice Precept Ministries	Lugoj	1	DiVX
13.	Colegiu national Alex Lahovary	Rm.Vâlcea	1	DiVX
14.	Liceul teologic Emanuel	Bucuresti	1	DiVX
15.	Scoala gen. cu cls.I-VIII	Haieu – Bihor	1	DiVX
16.	Liceul de Informatica	Brasov	1	DiVX
17.	Scoala gen.nr.1	Lupeni	1	DiVX
18.	Liceul Avram Iancu	Steii/Bihor	1	DiVX
19.	Colegiul national Emanuel Gojdu	Oradea	1	DiVX
20.	Liceul Emanuel	Cluj	1	DiVX
21.	Liceul Elim	Pitesti	1	DiVX
22.	Colegiul Petru Rares	Piatra Neamt	1	DiVX
23.	Colegiul Tehnic Papiu Ilarian	Zalau	1	DiVX
24.	Colegiul National Banatean	Timisoara	1	DiVX
25.	Misiunea Alege Viata	Bucuresti	6	DiVX
26.	OSCET	Timisoara	1	DiVX
27.	OS CER	Timisoara	5	DiVX
28.	Biserica Speranta Timisoara	Timisoara	1	DiVX
29.	Fundatia Areopagus	Timisoara	1	DiVX
30.	Centrul Crestin Callatis	Constanta	1	DiVX
31.	Uniunea Crestina a Cultului Crestin dupa Evanghelie	Bucuresti	1	CV
32.	Liceul theoretic Marin Preda	Odorheiul Secuiesc	1	DiVX
33.	Biserica Metanoia	Ostrovu Corbului	1	DiVX
34.	Biserica Penticostala nr.3	Turda	1	DiVX
35.	Fundatia New Life	Timisoara	1	DiVX
36.	Cultul Crestin dupa Evanghelie	Bucuresti	1	DiVX
37.	Societatea de Misiune Emanuel	Galati	1	DV
38.	Biserica Crestini dupa Evanghelie	Vaslui	1	DiVX
39.	Asociatia Mâini iscusite	Tulcea	1	DiVX
40.	Biserica Baptisti Maghiara Alesd	Alesd	1	DiVX
41.	Centrul Crestin Viata Noua	Oradea	1	DiVX
42.	Asociatia En Hacore	Caransebes	1	DVD

“PARTENER” video distribution

Nr.	Organization	Location	Q-ty.	Media
1.	Societatea de Misiune Emanuel	Galati	1	CV
2.	Cosma Mircea	Timisoara	1	DiVX
3.	Mircea Mitrutiu	Timisoara	1	DiVX
4.	Daniel Sas	Timisoara	1	DVD
5.	Lucia Razmerita	Timisoara	1	DVD
6.	Cristian Vasile Roske	Bucuresti	1	DVD
7.	Fundatia Integra	Oradea	1	DVD
8.	Christian Bussinessman&Professional of Romania	Oradea	1	DVD
9.	Maria Pop	Bistrita	1	DVD
10.	Ioan Repede	Bistrita	1	DVD
11.	Ioan Sighiartau	Bistrita	1	DVD
12.	Romcom	Oradea	1	DVD
13.	CbMC Romania	Arad	1	DVD
14.	Daniel Tiriteu	Timisoara	1	DVD
15.	Petru Movila	Bucuresti	1	DVD
16.	Asociatia En Hacore	Caransebes	1	DVD
17.	Mihaiescu Ewald Emil	Timisoara	1	DVD
18.	Biserica Logos	Timisoara	1	DVD
19.	Olariu Ionica	Timisoara	1	DVD
20.	Ionel Sinaci	Oradea	1	DVD
21.	Biserica Betel	Timisoara	1	DVD
22.	Buliga Petru	Timisoara	1	DVD
23.	Biserica Filadelfia	Timisoara	1	CV
24.	Centrul Crestin Timisoara	Timisoara	1	DVD
25.	Marincu Benjamin	Timisoara	1	DVD
26.	Farcas Daniel	Timisoara	1	DVD
27.	Mârzan Marius	Timisoara	1	DVD
28.	Nicolescu Ioan	Timisoara	1	DVD
29.	Ban Lidia	Timisoara	1	DVD

Appendix 4.

To evaluate the impact of the programs produced by Alfa Omega Foundation in partnership with USAID there has been set up a questionnaire to analyze the impact according to different criterions.



The first questions of the questionnaire classify the interviewed persons by age, sex, education, location.

A screenshot of the questionnaire form titled 'CHESTIONAR'. The form includes the following questions and options:

- 1. Locuiesc în orașul** (with a dropdown menu)
- 2. Sex:**
 - ☐ masculin
 - ☐ feminin
- 3. Vârsta Divs.:**
 - ☐ mai puțin de 15 ani
 - ☐ 15 - 17 ani
 - ☐ 18 - 24 ani
 - ☐ 25 - 34 ani
 - ☐ 35 - 44 ani
 - ☐ 45 - 54 ani
 - ☐ 55 - 64 ani
 - ☐ 65 de ani sau mai mult
- 4. Care este ultima școală absolvită?**
 - ☐ gimnaziu
 - ☐ școală profesională
 - ☐ liceu
 - ☐ facultate
 - ☐ postuniversitar
- 5. Ce mijloc de media preferați pentru informare?**
 - ☐ Presa scrisă
 - ☐ Radio
 - ☐ Televiziune
 - ☐ Internet

Another aspect was to identify and to rack down the preferences of the TV viewers regarding information (press, radio, TV, internet), the number of hours spent to watch TV, favorite programs.

6. In medie câte ore pe zi va uitați la televizor?

☐ 0 – 3 ore
☐ 3 – 5 ore
☐ mai mult

7. Care afirmație va descrie cel mai bine?

☐ Mă uit la TV ca să știu stiri
☐ Mă uit la TV pentru relaxare
☐ Mă uit la TV pentru distracție
☐ Mă uit la TV pentru auto-educație
☐ Mă uit la TV pur și simplu

8. Care sunt tipurile de programe preferate? Va puteți exprima preferințele acordând puncte de la 1 la 5 (1 înseamnă "nu reprezintă interes deloc" iar 5 înseamnă "extrem de interesant")

Alfa Omega EDUCATE ÎN VÂLTAMĂNANT
Alfa Omega CULTURĂ
Alfa Omega ACȚIUNE
Alfa Omega DIVERTEMENT
Alfa Omega SPORT

Alte tipuri de programe:

9. Care sunt preferințele dvs. în ceea ce privește posturile naționale și locale de TV?

TELEVIZIUNE	Nu am auzit	Nu mă uit deloc	Mă uit rar	Mă uit destul de des	Mă uit des
Antena 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PRO TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prima TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Realitatea TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B1 TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
N24	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TVR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TVR Cultural	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ANALOG TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ALFA SI OMEGA TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TELEVIZIUNEA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

There were some questions meant to emphasize the rating of different TV channels and to evaluate the impact of the programs produces by Alfa Omega and broadcast by these channels.

Three questions were about the ways Alfa Omega distributes its programs.

10. Ce știți despre Alfa Omega TV?

☐ Studiul de producție și distribuție de programe TV
☐ Promovează standardele etice și morale creștine în societatea contemporană
☐ Distribuie programe săptămânale statilor locale de televiziune din principalele orașe din România
☐ Are o audiență potențială de aproape 15 milioane, adică 65% din populația României

11. Pe ce post de TV urmăriți de obicei emisiunile realizate Alfa Omega TV?

12. Știți ca puteți urmări emisiunile Alfa Omega TV pe Internet?

☐ DA
☐ NU

13. Ce parere aveți despre calitatea emisiunilor realizate de Alfa Omega TV?

TITLU EMISIUNE	Nu știu	Slabă	Mediocră	Bună	Fortă bună
Cămin, Adevărul și Viata	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mapamond Creștin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capitoli în libertate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creștinism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ascendent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seminari Biblice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Another important aspect was the quality of the produced programs. The critics were made on the base of the type of the program and the topics discussed. Along with the content, the technical aspect was also an important factor for the production of the programs.

14. Care dintre subiectele emisiunii ASCENDENT v-au trezit interes?

SUBIECT	Nu am auzit	Nelămurat	Acceptabil	Interesant	Foarte interesant
Caracter - Reputație	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avant - de la decizie la consecință	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alegeri majore / Partener casătorie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Probleme - cariera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiei/Relații/Conflictul	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsabilități	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compromis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Altul, care?	<input type="text"/>				

15. Ce alte subiecte ați prefera să vizionați în cadrul seriei Ascendent?

16. Care este ora la care preferați să vizionați emisiunea Ascendent?

17. Ce apreciați la emisiunea Ascendent?

- ☐ Decor
- ☐ Moderator
- ☐ Calitatea de producție
- ☐ Calitatea echipelor tehnice
- ☐ Calitatea participanților în emisiune

The questioned persons had to answer questions regarding the themes they would like to know about more in other ASCENDENT series. The hour when to broadcast the program was also mentioned.

18. Importanța acestei serii de emisiuni pentru dezvoltarea unui tânăr:

- ☐ Nefoarte important
- ☐ Importanță moderată
- ☐ Important
- ☐ Foarte important
- ☐ Nu știu

19. Pe lângă sistemul de educație din școli, ce alte mijloace (metode) de educație a tinerilor considerați ca sunt eficiente?

20. Ce atitudine aveți referitor la intenția Alfa Omega TV de a edita o nouă serie de emisiuni ASCENDENT?

- ☐ nu mă interesează
- ☐ sunt nerăbdător
- ☐ nu știu

The final questions underline the need to educate the young generation using different means of communication. One of the questions was regarding the production of new episodes in ASCENDENT series – dedicated to the youth.